



June 28, 2007

TO: Transportation Authority of Marin Commissioners

FROM: Dianne Steinhauser, Executive Director

RE: Safe Routes to School Contract Extension, Agenda Item 10

Dear Commissioners:

Executive Summary

The existing Safe Routes to School contract between TAM and David Parisi & Associates was executed in July 2005 for two years, "...with an option to renew for one additional year..." The TAM Executive Committee endorsed a staff recommendation that the extension option be exercised with an expanded scope of work to include full participation in the "Street Smarts" transportation safety program, "School Pool" outreach programs and containing specific targets for expanded efforts to produce travel plans, Safe Pathways plans, expand efforts to address teen education, and develop task forces at additional individual schools throughout the county.

Recommendation: Authorize the Executive Director to exercise the extension option contained in the current Safe Routes to School contract between TAM and David Parisi & Associates, according to the expanded work scope (attached) budgeted at \$680,012.

Background

Higher than expected revenues associated with Measure A Strategy 4.1 have produced a year-to-year carryover in funds sufficient to support an expanded effort in this strategy. Since July 1, 2005, David Parisi & Associates has managed the Safe Routes to School (SR2S) Outreach and Education program financed by Strategy 4.1 under a contract with TAM. Although the contract is scheduled to expire on June 30, 2007, staff believes that Parisi's performance under the contract merits exercise of a contract clause allowing "...an option to renew for one additional year..."

The current contract is for \$900,000 over two years. For the option period, TAM staff, in accordance with Board direction, requested three specific work item expansions. First, the renewed contract would include coordination, initially on a pilot basis and later throughout the county, of the "Street Smarts" traffic safety program. "Street Smarts" is aimed at changing unsafe behaviors such as speeding, red light running, failure to yield at crosswalks and unsafe bike riding. Capital funds for carrying out the actual selected strategies, such as reproducing materials, posting and distributing them, are envisioned to come from the Non-Motorized Transportation Pilot Program, approved by the Marin Board of Supervisors on April 17th. When TAM approached several local jurisdictions on carrying out Street Smarts, they resoundingly supported the program, but struggled on who within local government could actually manage it. Coordination is complex as it involves local police, local schools, local community services, as

well as public works and planning. The communities therefore asked TAM to bring on a coordinator that they could use to develop the program within their jurisdictions. Once coordination yields an action plan within each local jurisdiction, other outside funds will be used for producing and/or purchasing advertising media, as well as distribution and outreach. Note that solicitation of private sponsorships for the program will be done as well, which in other jurisdictions has reduced the need for funding by public agencies. Since a good portion of this Street Smarts effort will center around schools, the Measure A-funded Parisi contract will be used to coordinate implementation, with actual capital implementation occurring thru other fund sources, thru private sponsorships, and through additional grants TAM is seeking. "Street Smarts" implementation for all jurisdictions in the County accounts for \$88,000 of the revised contract budget. Note the BOS has yet to designate TAM as the implementing agency for the Non-Motorized Transportation Pilot funds dedicated to Street Smarts. If the Board of Supervisors elects to implement the NTPP portion of Street Smarts through another mechanism, then this contract will be revised to redirect efforts for implementation towards grant opportunities, or redistribute funds to allow a portion of the \$88,000 available through TAM to go towards actual product implementation. This will limit the number of communities in which coordination will occur at this time.

Second, the renewed contract contains a new effort aimed at implementing a comprehensive "School Pool" program county-wide. "School Pool" is a program that promotes trips in parent-led groups either walking, bicycling or in car or van pools. The budget element for this program is about \$45,000. This work will involve community outreach through the schools, adding to previous efforts to capture willing participants, while protecting privacy of participants. It is envisioned that a part-time staff-person will manage this effort under the Parisi contract.

Finally, staff has requested expansion of SR2S efforts to additional county schools even as programs at existing schools are maintained. Specific targets have been added to the contract, including Safe Routes to School Task Forces at an additional seven schools, Safe Pathways plans prepared for at least 20 additional schools along with up to 10 additional school area traffic control projects. Work is also included on at least 25 additional school travel plans with the expectation that at least 15 of these plans will be completed during the option year.

Note that specific expectations for the quarterly reporting to the TAM Board regarding progress under this contract have been added to the contract provisions. These include financial and performance summaries with attention to maintaining efforts in existing schools as well as expansion efforts. In cases where program growth is reported, it will be portrayed in both percentages and raw numbers.

Projects and programs begun under this expanded scope must be sustainable in subsequent years. The TAM strategic plan forecasts strategy 4.1 revenue of approximately \$575,000 in FY 2008-09 (including sales tax revenue and carryover revenue from prior years) when the SR2S contract must be renewed through a bid process. It is likely that coordination provided for "Street Smarts" will be lessened to the extent that the program is well underway and attracts both private sponsorship and additional grant support.

Recommendation: Authorize the Executive Director to exercise the extension option contained in the current Safe Routes to School contract between TAM and David Parisi & Associates according to the expanded work scope (attached) budgeted at \$680,012.

Attachment: Contract Scope of Work & Budget

TRANSPORTATION AUTHORITY OF MARIN

EXHIBIT A

SCOPE OF SERVICES

Revised June 28th, 2007

COUNTYWIDE SAFE ROUTES TO SCHOOLS PROGRAM

The Parisi Associates team (Contractor) will provide management and implementation of the Safe Routes to Schools program to the Transportation Authority of Marin (TAM).

The Contractor Team comprises:

Prime:

Parisi Associates

Subcontractors:

1. Nelson\Nygaard Consulting Associates – Evaluation
2. Alta Planning + Design – Engineering Support
3. Marin County Bicycle Coalition - Education and Encouragement Program

Scope of Services

The following scope provides an outline of services that are expected to be offered as part of this program. The contract amendment period will be for one year.

Task 1.A Strategy Meetings

The Contractor will meet with TAM to review and establish performance criteria associated with the proposed work plan and make adjustments and refinements, as appropriate. Additionally, the Contractor will meet frequently with a variety of stakeholder groups to determine how the Safe Routes to Schools program is working, how it could be improved and/or expanded to include additional schools throughout the County.

Stakeholders groups include:

- **Parents, parent organizations, and student volunteers involved in the program** at the participating schools.

- **School officials** including those at districts which already participate in Safe Routes to Schools activities, and those that do not currently have programs. Both public and private K-12 schools are included in the Safe Routes to Schools program.
- **Public Works Directors/City Engineers** from the County and each City/Town who meet monthly to discuss common issues. Safe Routes to Schools has a significant impact on Public Works Departments, as recommendations from this program often require changes to infrastructure to provide improvements for enhanced bicycle and pedestrian access.

Task 1.B Coordinate with TAM and Other TAM Programs

The Transportation Sales Tax (Measure A) Expenditure Plan is organized around four strategies designed to protect the environment and quality of life enjoyed in Marin. The Safe Routes to School program is included in Strategy 4, Reduce school related congestion and provide safer access to schools.

Strategy 4 includes the Crossing Guard program and the funding for Safe Pathways to School. The Contractor will coordinate as necessary with these two programs and other programs and projects included in the other strategies within the Expenditure Plan. The Crossing Guard program provides funding for intersections throughout Marin County. The Safe Pathways to School program provides capital improvement funds for the Safe Routes to Schools program, including support for engineering, environmental clearance, and construction of pathways and sidewalk improvements in all Marin County communities. Other fund sources are also expected to be used by local agencies to implement these capital projects.

The Contractor will also coordinate with other County entities, programs and projects, including the Marin County Transit District, the Non-Motorized Pilot Project, and the Healthy Communities Network.

Finally, the Contractor will provide regular input and materials to TAM for the Safe Access to Schools website and, at least monthly, an e-newsletter containing program highlights.

Task 1 Deliverables: Meeting summaries. Input and materials to TAM's website.

Task 2.A Evaluate Existing Programs

The Contractor will conduct an evaluation of the existing Safe Routes to Schools program. The evaluation will document the range of services and programs offered in 2005/06 and 2006/07. For those programs with measurable performance objectives, the Contractor will examine whether or not they have achieved, or are likely to achieve, their targets. For programs without clear objectives, the consultant will document appropriate short-range and long-term measures. The Contractor will revise the previously-used parent surveys to distribute at participating schools to assess the strengths and weaknesses as well as opportunities and obstacles in achieving the success of the program.

Task 2.A Deliverable: Prepare a Technical Memorandum summarizing existing Safe Routes to Schools efforts to assess the program's effectiveness in meeting the spirit of Measure A requirements. An analysis of the parent surveys, an analysis of the effectiveness of these programs and recommendations for changes and/or additions to the program will be included in the Technical Memorandum.

Task 2.B Research Best Practices of Other Safe Routes to Schools Programs

This task is omitted from the scope of services.

Task 2.C Develop Measures of Success

An important part of evaluating the success of the Safe Routes to School program is establishing objectives and performance standards for measuring program success. As a part of this task, the Contractor will examine and revise, as appropriate, two types of measures:

1. Program level measures that determine success at a programmatic level. These would include measures such as the number of participating schools added each year, number of students per school, the number of volunteers participating in the program, the continuation rate for existing schools and the response time for inquiries.
2. Individual School level programs that focus on mode shift and mode maintenance goals for non-auto modes. These goals may vary by school due to individual circumstances such as catchment area, terrain and availability of bike/pedestrian/bus facilities.

In cases where program growth is reported, it should be portrayed in both percentages and raw numbers.

Task 2.C Deliverable: A comprehensive set of evaluation measures for both monthly and annual reporting (see Task 3.C). Annual reporting data is to be coordinated with publication of TAM's annual report. Monthly progress reports.

Task 2.D Develop Plan for Maintaining Activities at Participating Schools

One of the challenges of any Safe Routes to Schools program is ensuring that the program becomes an ongoing part of school life, rather than a one-time set of events at the school. In this task, the Contractor will revise the plan for maintaining participation at schools and will identify strategies and materials appropriate for an on-going, multi-year program.

In addition, the Contractor will finalize the Team Leader Guidebooks and provide a menu of guidebooks and other materials and order form that will allow Team Leaders to pick and choose from the encouragement programs to fit the needs of their school. . The Contractor will also prepare a one-page menu to assist schools in matching programs to various schools needs and circumstances

Task 2.D Deliverable: Strategies and materials necessary to maintain participation of schools that have already been involved in the program for at least one year, including training of Team Leaders, expanded events and contests and improving the SchoolPool program. New forms will be created, as appropriate, to assist schools in developing their own Safe Routes to Schools program plans. Team Leader Guidebooks and menu.

Task 2.E Develop Teen Education Program and Materials

The Contractor has been working with selected middle schools and high schools in the development of a program that will extend the Safe Routes to Schools program through these schools. Several courses have been added to the curriculum and these courses have been modified to accommodate the curriculum requirements of the schools. The Contractor has also been developing programs to work with teen leadership groups and students to develop and run contests and events in the schools. These programs will be compiled into a comprehensive

manual of curriculum of teen activities and offered to all middle and high schools in Marin. Classes will include both in-school and after school activities. An outreach plan has been developed that anticipates reaching all public middle schools and from three to five high schools in Marin in the 2007-08 school year.

Task 2E Deliverable:

Complete Curriculum for K-12 plus a guidebook for working with teenagers.

Task 3 Implement Countywide Program

Implementation activities are expected to include, but not be limited to the following:

3.A. Conduct outreach to eligible schools and community Task Forces. An important part of program implementation is outreach to schools that are eligible to participate in the Safe Routes to Schools programs. The strategies and materials developed in Task 2.D and E will be used to encourage schools to participate in the Safe Routes to School program. This task includes preparation for and attendance at all community Safe Routes to Schools Task Force meetings. The Contractor will facilitate up to seven Task Forces.

3.B Implementation of Safe Routes activities. The Contracting team will be responsible for providing all resources necessary for an expanded Safe Routes to Schools program, offering services to all public and private schools in the County with an interest in the program and ability to support Safe Routes activities. The task will continue Safe Routes activities and classes in schools that already have programs underway, and will provide new programs and classes in schools that are interested in participation. The Contractor will provide expanded services into middle schools and high schools. The Contractor will identify a specific program of activities, including the type of activities and the number and frequency of the activities proposed at each school.

3.C Ongoing evaluation and reporting. The Contractor will prepare monthly reports for TAM and other stakeholders describing how programs were implemented and progress in achieving the program's goals. The Contractor will also make recommendations for changes to program priorities and implementation based on experience.

The Contractor will prepare quarterly presentations for the TAM Board that include performance highlights as well as financial status reports, in coordination with TAM staff. Attention shall be paid to progress in meeting performance criteria. In cases where program growth is reported, it should be portrayed in both percentages and raw numbers.

3.D Expand SchoolPool program. The Contractor will develop a Schoolpool outreach program that will provide selected schools with specific assistance in matching parents to share responsibilities for transporting their children to school by walking, biking or carpooling together. The contractor will coordinate this program, working with a liaison/organizer from each school, provide direct access to and assistance in compiling names of potential program participants and furnish school input to organizing and promoting SchoolPool, including program development, meeting facilitation, and marketing materials. The Contractor will provide GIS capabilities to develop neighborhood directories for up to five schools.

Task 3 Deliverables: Implementation of the program, including an expanded SchoolPool program. Monthly reports and an annual evaluation report (see task 2.C) documenting progress toward the established Safe Routes to Schools goals.

Task 4.A Conceptual Engineering Services

The Contracting team must include a licensed Civil or Traffic Engineer who is experienced in traffic engineering practices and can regularly meet with all stakeholders, including Public Works Directors/City Engineers, to identify appropriate traffic improvements and other measures that will encourage safe bicycle, pedestrian and transit modes of travel to school. The engineer shall also work with the applicable Public Works staff in developing a conceptual design of appropriate projects, cost estimating and coordination with other Expenditure Plan Strategies.

The Contractor must be trained in conducting walkability and bikeability audits. In addition, the Contractor must be knowledgeable of California's Supplement to the Manual of Uniform Traffic Control Devices (MUTCD), California Code of Regulations Title 24, and the Americans with Disabilities Act.

Task 4.B Develop Safe Pathways and School Area Traffic Control Plans

The Contractor will support removal of barriers to walking and biking to school efforts, the Safe Pathways to School program and the School Crossing Guards program, by preparing Safe Pathways plans. The plans will identify capital improvement projects for enhancing school pedestrian and bicycle safety, and for reducing local school area congestion, as appropriate. In addition, school area traffic control plans will be prepared using standards from Chapter 7 of the Manual of Traffic Control Devices (MUTCD) and the California Supplement to the MUTCD. Safe Pathways plans will be prepared for a minimum of 20 specific school sites. School area traffic control projects will be developed for up to 10 school sites. The plans will include input from, and be supported by parents, school officials, and the contractor will obtain sign-off on each of the plans from the local jurisdiction's Director of Public Works, or his/her designee.

Task 4.C Develop Grant Applications

The Contractor will prepare up to two capital grant applications each year (for state or federal funding) and may be required to assist with other documentation that would provide additional funds for the Safe Routes to School program, or for capital projects developed under state or federal programs.

Task 4.D Prepare School Travel Plans

The Contractor will assist communities in preparing school travel plans through the community Task Force process. These travel plans will include baseline information about the schools, engineering concept plans, goals and objectives, and strategies for engineering enforcement, education and encouragement with an evaluation and an implementation matrix. The Contractor will work with at least 25 schools on their travel plans and will complete at least 15 of these plans by the end of this contract period.

Task 4 Deliverables: Ongoing conceptual engineering support of the Safe Routes to Schools program, including support for school based groups, coordination with Public Works staff responsible for project implementation, development of both short-term/early action and longer-range/capital projects, preparation of Safe Pathways Plans, and technical data for grant applications. Development of school area traffic control plans and school travel plans.

Task 5 Measure A Safe Pathways to School Program

The Contractor will support the Safe Pathways to School Program by:

- Preparing a database of previously and new Safe Pathways plans
- Developing an inventory of Safe Pathways plans, including status (draft, final, approved by jurisdiction, under design, constructed, etc.)
- Preparing Safe Pathways plans (task 4.B).
- Securing local DPW sign-off on the above plans
- Providing technical support to TAM's Technical Advisory Committee (TAC).

Task 5 Deliverable: Ongoing support to TAM for the Safe Pathways to School Program.

Task 6 Project Management and Oversight

The Contractor will be expected to provide appropriate and experienced program management staff to work with TAM and other agencies in the County in managing this countywide program. The Contractor will provide expertise in appropriate budgeting, evaluation measures and exhibit both fiscal and operational accountability for all programs. The team will also ensure that program goals are consistent with good engineering practices and County standards.

Task 6 Deliverable: Ongoing and as needed support related to project management, oversight and development.

Task 7 Street Smarts Pilot Program

The Contractor will work with Corte Madera, Larkspur and Mill Valley to pilot test TAM's Street Smarts program. After implementation of the Street Smart program is underway, but no greater than six months after adoption by the TAM Board of this revised Scope of Services, results of the pilot will be evaluated with the expectation of expanding the program county-wide within the limits of available resources. Jurisdictions within Ross Valley shall be the next locational choice for implementation of the program. The Contractor shall work within each of the three pilot communities to develop an implementation plan using the San Jose Street Smarts template and existing materials formatted for TAM's use. The Contractor will assist communities in the following activities:

- Coordinate within the local jurisdiction amongst various departments, including Planning, Community Services, Public Works, and Local Law Enforcement
- Solicit financial support from private sponsors
- Develop an outreach campaign subject to local jurisdiction direction
- Develop a neighborhood/school presentation
- Develop the accompanying kit of materials that will be provided to all participating neighborhoods and schools

- Develop a media campaign to address needs of each of the communities subject to local jurisdiction direction.

It is assumed that additional budget for Street Smarts capital implementation activities will be secured through private sponsorships. It is also assumed that funds from the Non-Motorized Pilot Project will be available for production of Street Smarts media. Note that the Marin County Board of Supervisors has yet to act to direct those funds to TAM for use in this effort. It is the intent at this time that the NTPP funds will go primarily towards implementation/product development, with the TAM funds reserved for coordination and outreach. If the Board of Supervisors elects to implement the NTPP portion of Street Smarts through another mechanism, then this contract will be revised to redirect efforts for implementation towards grant opportunities. This will limit the number of communities in which coordination will occur at this time.

The Contractor will work with TAM and local jurisdictions to choose among following measurements to determine the success of the pilot programs:

- Reduction in rates of injury and fatality crash rates
- Reduction in the rate of pedestrian crashes both adult and child
- Reduction in rate of bicycle crashes both adult and child
- Reduction in speeding violations
- Number of neighborhoods and schools adopting street smarts
- Awareness of the program
- Increased awareness of traffic safety
- Survey of behavioral change

The three local agencies will collect all measurement data. The Consultant will summarize the results of the measures.

Task 7 Deliverables: Meeting summaries, outreach to communities, presentation template for use by TAM and the local jurisdictions, material kits, evaluation results, recommendations on continuation of “best practices”. Note that specific deliverables may be added by the Marin County Board of Supervisors regarding the needs of the Non-Motorized Transportation Pilot Program. Further revisions to this contract will be considered as necessary to respond to those deliverables.